



February 5 , 2016

Representative Phil Barnhart, Chair  
House Committee on Revenue  
Oregon State Capitol  
Salem, OR 97301

Dear Chair Barnhart and members of the Committee,

On behalf of King Estate Winery, I write to express our support for House Bill 4146.

Our winery is located south of Eugene in the rural area of the Lorane Valley. In our business, we have the unique opportunity to span both the manufacturing and hospitality industries. Each day, we see first hand the importance and impact of tourism in both of these sectors. So many local economies around the state rely on tourism to help their communities thrive.

House Bill 4146 offers an opportunity to draw more tourists into our state and keep them coming back, not just in our region, but all across Oregon. And once they've had a taste of Oregon, they'll reach for our products again and again.

King Estate supports this legislation and the investment in expanding and promoting tourism that helps Oregon businesses and communities become more prosperous.

Thank you for your consideration.

Sincerely,

Ed & Jodee King  
King Estate

Attachment - KE legislative newsletter

Questions? Please contact Phil Donovan (503) 522-3023 or Laura Curtis (541) 280.9984

# NEWSLETTER FOR OREGON LEGISLATORS

— FEBRUARY 2016 • ISSUE NO. 6 —



*King Estate*  
Family Owned & Farmed

[WWW.KINGESTATE.COM](http://WWW.KINGESTATE.COM)





# WE INVITE YOU TO SEE KING ESTATE FROM A DIFFERENT PERSPECTIVE

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## PROUDLY PRODUCING PREMIUM OREGON WINE FOR A QUARTER-CENTURY

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In 1990, Ed King discovered a parcel of land with rich soil for growing hay to feed local horse and cattle farms. By January 1991 the first Pinot Noir vines were in the ground. Fast-forward to 1994, and more than 100 acres were planted to create the most clonally diverse soil and climate-matched vineyard ever grown in Oregon. Today we have 465 acres under vine on the estate, mostly Pinot Gris and Pinot Noir.

More than a winery, the 1,033-acre estate is treated as an organic ecosystem. It features a thriving raptor program, orchards, lush vegetable and fruit gardens, a gourmet restaurant, and our state-of-the-art winemaking facility.

The estate remains a family owned and operated winery. Though our team has only continued to grow, the mission remains the same: **it's about you, not us.**

KING ESTATE WINERY  
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FOR MORE INFORMATION, PLEASE CONTACT  
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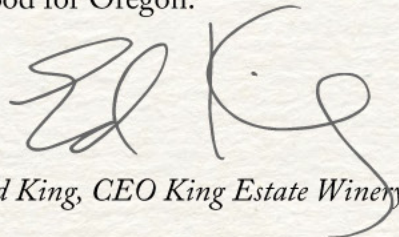


This is an exciting time for King Estate. Our business is firing on all cylinders as we prepare for a significant expansion to our Acrobat line of wines. We launched Acrobat in 2009, and it is to date, the fastest brand in Oregon to ever achieve 100,000 cases. Which we believe speaks to not only the quality of the wine, but the growing appreciation for Oregon made goods. Acrobat is a high quality product sold at a fair price. Created for the simple purpose of introducing new and old wine lovers to the balanced style of Oregon Pinot Gris and Pinot Noir.

It is our belief that Cottage Grove will play a major role in the continued growth of the Oregon wine industry. In 2015 we purchased and remodeled a 50,000 square foot warehouse space just south of downtown Cottage Grove. This high-efficiency warehouse is able to store every drop of the 350,000+ cases of wine we produce annually. It also gives us room for what will be a 50-100% increase in production over the next five years - for both our Acrobat and King Estate brands.

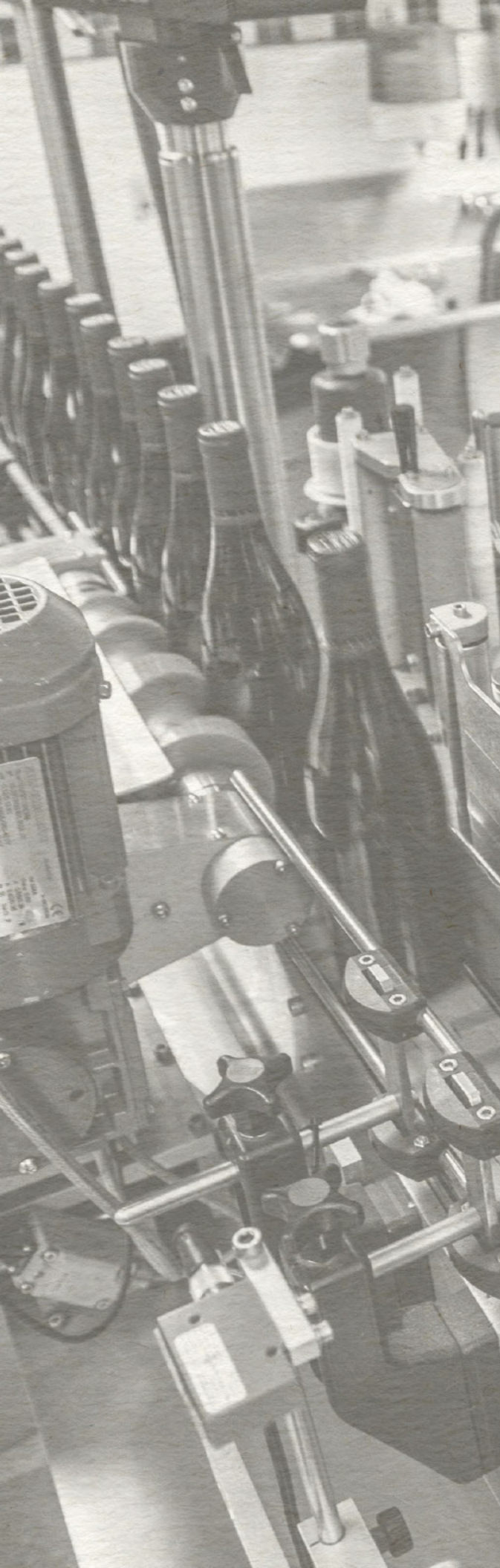
Also in development is a new state-of-the-art winery featuring the Acrobat brand. This facility will be located in Cottage Grove as well, and in close proximity to our existing warehouse. Acrobat Winery will break ground in 2017, and be online soon thereafter. Our investment in this community is good for King Estate, and it's good for Cottage Grove.

With this new expansion we will double-down on our commitment to quality and sustainability - I'm proud of what we've accomplished, and look forward to what's ahead. Pull your boots up and your hat down - the future looks real good for Oregon.



*Ed King, CEO King Estate Winery*





## GROWING OREGON'S INTERNATIONAL PROFILE

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Oregon's craft beverages are gaining an international reputation for excellence and innovation. This reputation is spurring a tourism and hospitality boom that has ripple effects throughout the state. King Estate supports investment in expanding and promoting tourism that helps Oregon businesses and communities become more prosperous.

Rare is the opportunity to draw a large international audience to our state to showcase all of the wonderful things Oregon has to offer. King Estate is excited by the once-in-a-lifetime opportunity Oregon has been awarded: hosting the 2021 IAAF World Championships.

We believe people only have to visit Oregon once and they will want to come back again and again. Opportunities like hosting the World Championships draw people into our state where they can experience the quality wine that comes from Oregon soil, the innovative products made by local businesses and our majestic and diverse landscape.

So many local economies around the state rely on tourism to help their communities thrive. King Estate will continue to support efforts to draw tourists in and keep them coming back, not just in our region but all across Oregon.





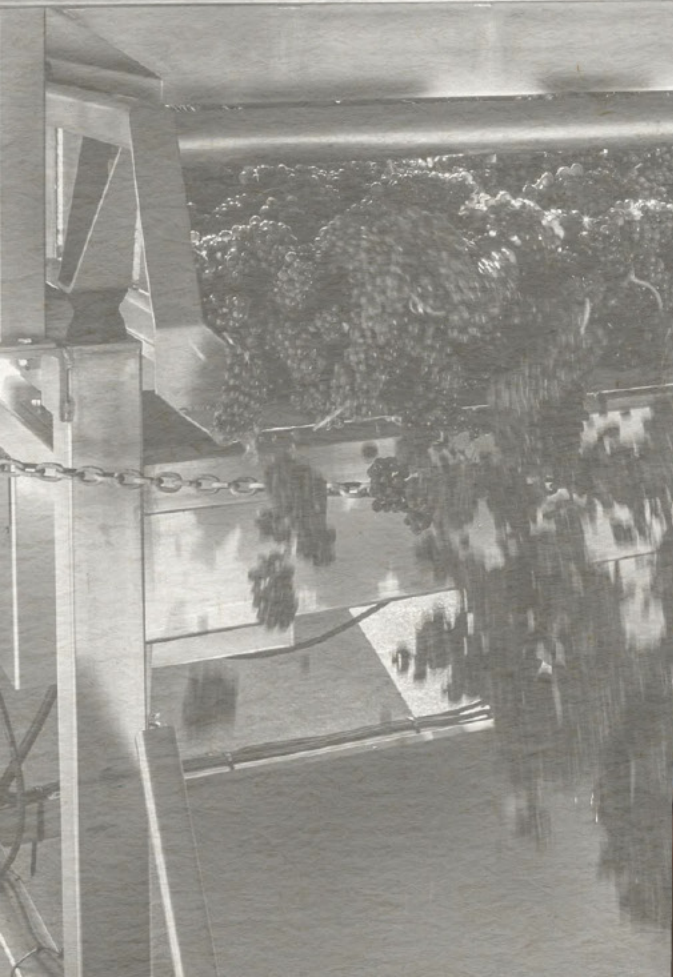
## 2015 HARVEST REPORT

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The 2015 harvest was one of few extreme challenges. The growing season started with an early bud break and the warm temperature kept the vine phenological stages ahead of their seasonal average resulting in the earliest harvest in King Estate's 25 years. The fruit came in mostly devoid of diseases, insect or bird damage. Though flavor development was slightly behind the sugar production in the earlier part of harvest, the cooler temperatures during most of harvest helped preserve the acidity and keep the sugars in check while the flavors developed nicely. The resulting wines are showing some stunning notes of tropical fruit as well as key lime pie on the Pinot Gris and some intense ripe blueberries and red berries in the Pinot Noirs. In the end, the earlier fruit has more earthy notes and structure while the later fruit is very expressive and fruit forward. The Washington wines are also showing beautifully this year. We were able to process nearly 4,500 Tons almost seamlessly.

The combination of a great growing season, diligent growing and sourcing of grapes, and an engaged winemaking crew should result in some fantastic and memorable 2015 wines.

*Kevin Sommelet, Winemaker at King Estate Winery*



After a dry, mild winter the vines began to break dormancy in mid to late March. This was a full 2 weeks earlier than normal, if there is truly a defined normal. While the dry winter had some concerned, the fact that the majority of the vineyards we source from are non-irrigated allowed them to benefit from the deep root systems which have developed over many years resulting in little to no water stress up to harvest. The harvest season was perhaps one of the smoothest in a decade or more. The above average temperatures that characterized the entire year subsided with the onset of September which coincided with the beginning of the harvest.

*Ray Nucló, Winery Operations Manager at King Estate Winery*





## OCBC MAKES A SPLASH WITH “MAKE IT OREGON” CAMPAIGN IN 2015

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# MAKE IT OREGON



King Estate is a proud member of the Oregon Craft Beverage Council (OCBC), a group of Oregon’s largest beer, wine and distilled spirits producers who together are helping grow their industries, create family wage jobs, and inspire tourism for the benefit of Oregon.

During the 2015 holiday season, in stores and in our communities, Oregonians were reminded to “Make it Oregon” when purchasing beverages through OCBC’s 2015 Cheers Oregon Campaign, the fourth of its kind.

This year, our campaign included over twenty-eight “Make it Oregon” billboards and the engagement of many local businesses. “Cheers Oregon” t-shirts, coasters and stickers could be found in over forty-five retailers and restaurants reminding all who entered to consider purchasing a quality beverage made right here at home.

We were also excited to have participation from twelve Fred Meyer stores in the Portland-metro region who featured end-cap displays highlighting “Make it Oregon” and Oregon-made products.

Our annual campaign is intended to be an ecumenical effort that is focused on raising the profile of all Oregon-made craft beverages. The Oregon Craft Beverage Council is dedicated to sharing the great story behind Oregon’s rapidly expanding craft beverage industries – a story that focuses on Oregon’s quality products and the passionate Oregonians who make up the industry.

